

AFFIRMATIVE ACTION
REPORT
1984 ~ 85

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THE GEORGE BROWN COLLEGE
OF
APPLIED ARTS AND TECHNOLOGY

AFFIRMATIVE ACTION REPORT
1984 - 1985

D.E. Light
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April 1984

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SECTION I

**ANNUAL REPORT ON
AFFIRMATIVE ACTION,
1983 - 1984**

ANNUAL REPORT ON AFFIRMATIVE ACTION 1983 - 84

The year 1983-84 was another significant period for the Affirmative Action Advisory Committee (AAAC) at George Brown College. The activities of the committee were designed to advance the awareness and acceptance of affirmative action; and more concrete, positive support of the committee and its objectives did become evident. The AAAC is gradually being recognized as both a valuable and legitimate member of the College community.

In January and February of 1984, President Light, in his talks to staff of all divisions and departments, made specific mention of affirmative action and the College's commitment to the sexual harassment policy adopted in September 1983. Members of the AAAC's subcommittee on sexual harassment were invited to attend these meetings with him and to address the issue of harassment.

The College reconfirmed and emphasized its commitment to affirmative action by increasing the executive coordinator's time assignment to the AAAC. Effective January 1, 1984, the ratio between coordinating and teaching time changed from 50:50 to 75:25. The coordinator can now develop more affirmative action activities for both staff and students in a framework of "community development."

The emphasis on attracting and retaining women to and in trade and technical programs was aided in April 1983 by the opening of a Women's Resource Centre at Casa Loma. The W.R.C. is a place for female students to meet, share, study, eat and exchange information; and it serves as a "home base" for an informal Casa Loma Network.

Another major indication of growing commitment to affirmative action was the inclusion of specific affirmative action objectives in the College planning process for 1984-85. At the College level, specific reference was made to increasing enrolment through encouragement of women in non-traditional areas. (See Section IV on the College's objectives.) At the divisional/departamental level, almost one-third of the divisions/departments submitted their own affirmative action objectives in support of the College objectives. The Architectural Technology and Continuing Education and Marketing divisions submitted objectives as part of the regular College planning process. Three other divisions (Electro-Mechanical, Hospitality, and Mathematics and Science) and one department (Physical Resources) submitted objectives in response to a reminder from President Light to all deans and directors that the "MYP for 84-85 is intended to reflect the fact that much of the Affirmative Action Program is a part of the line function of the College" and a request for them to include "at least one divisional/departement goal in 1984-85 which stresses affirmative action."

The AAAC also submitted three departmental objectives to the President's Advisory Council in support of the College's overall objectives for 1984/85 and thus became integrated with the internal planning process.

In a review of the 1983-84 activities of the AAAC, there were several important highlights. For example:

1. April 1983 - a half-hour presentation to the Education Committee of the Board of Governors by the executive coordinator and three chairs of subcommittees.
2. April 1983 - the first annual "Why Not Technology? A Women's Day" at Casa Loma for 375 guests who enjoyed films, campus tours, lunch and panel discussions.
3. May, June, July 1983 - four full-day workshops on assertiveness training for 65 staff.
4. November 1983 - an eight-hour non-credit course at Casa Loma on "Mind Your Own Business" for students who were considering establishing/operating their own business.
5. November 1983 - presentations at Casa Loma by the Women's Bureau of the Ontario Women's Directorate on the theme "Women at Work in the Eighties" with individual sessions titled:
 - Women in the Labour Force
 - Career Development Process and Services
 - Impact of Micro-Technology on Women's Employment
 - Non-Traditional Occupations and Skill Training.
6. December 1983 - first annual dinner for members of the AAAC with certificates of appreciation to former members and welcome to new members.
7. January 1984 - screening of the film Killing Us Softly: The Image of Women in Advertising to 223 people at three major campuses.
8. February 1984 - screening of the film Workplace Hustle (re sexual harassment) to 214 people at three major campuses.
9. February 1984 - two-hour presentation to students in the Technical Upgrading Program (TUP) at Casa Loma.
10. March 1984 - day-long seminar "Long-Term Financial Planning" for 50 staff.

In addition, the AAAC Newsletter was published monthly except for the summer months of June, July and August. Starting in January 1984 the newsletter became issue-oriented with articles written by George Brown staff members. Copies are distributed to all College staff and to 46 out-of-college contacts.

There were both gains and losses for women in decision-making positions in the College in 1983-84.

1. The Director of Student Services, a woman, was appointed chair of the seven-member Hay Committee for 1983-84. Another member of the committee is a female chair in the English and Liberal Studies division.

2. A woman was appointed chair of the Math and Science division at St. James. However,
3. The Manager of Telecommunications, the first woman to be appointed to this position, resigned from the College; her replacement is a man.
4. A female chair in the Health Sciences division returned to teaching, and her responsibilities were combined with those of another female chair. The total number of women who chair in divisions remains at four despite the addition of the new Math and Science chair. (There are 27 male chairs in the College.)

For its own objectives for 1984-85, the AAAC proceeded on two premises, based on recommendations made to President Light in June 1983.

1. Managers are directly accountable for the development and implementation of affirmative action in their divisions and departments (as per 1979 guidelines to the CAAT's from the Ministry of Colleges and Universities).
2. College objectives will include affirmative action objectives from the individual divisions and departments.

Another factor in the development of the AAAC's own objectives is the recognition that, because of George Brown's trade-school origins, the College is still primarily in a reactive, not proactive, position vis-a-vis affirmative action.

With these points in mind, the AAAC has established eight College-specific objectives in support of the three provincial objectives. They are as follows:

Provincial Objective 1: To raise and diversify the occupational distribution of women employed in the Colleges of Applied Arts and Technology.

Results-Oriented College-Specific Objectives:

- No. 1: To increase awareness and active support of affirmative action activities/goals in the College.
- No. 2: To recommend policies and procedures to achieve occupational diversification and career development of women employed by the College.

Provincial Objective 2: To diversify student enrolment.

Results-Oriented College-Specific Objectives:

- No. 1: To assist the divisions and departments in establishing and maintaining an environment conducive to the enrolment and graduation of female students.

- No. 2: To enhance the non-academic environment to encourage the enrolment and graduation of female students.
- No. 3: To expand community awareness of the range and diversity of programs offered by the College.

Provincial Objective 3: To ensure that the curriculum is free of stereotyping and sex bias and that programs reflect the contemporary roles of women.

Results-Oriented College-Specific Objectives:

- No. 1: To increase awareness of the implications of sex bias and sex-role stereotyping.
- No. 2: To increase the number of courses that reflect awareness of the contributions and contemporary roles of women.
- No. 3: To increase the number of women on policy-making committees.

In conclusion, it is evident that the Affirmative Action Advisory Committee has been and will be instrumental in providing leadership in attaining equal opportunity for women who work for or study at George Brown. However, there are still many changes that need to be brought about if both women and men are to be provided with access to the full range of employment and educational opportunities in the College. For example, child care (especially if all women are to be free to engage in part-time/continuing education studies in the evenings and on week-ends), job sharing, job enrichment, job rotation, short-term management assignments, management internship programs, active recruitment of female teachers for technical and trade courses, and so on. But only when all divisions and departments accept full responsibility for active implementation of affirmative action and long-range planning for equal opportunity will these changes take place. In the meantime, the AAAC will continue to provide advice, assistance, encouragement and leadership.

June Kingshott, B.A., M.Ed.
Executive Coordinator
Affirmative Action Advisory Committee

SECTION II

REVIEW OF 1983 - 1984 OBJECTIVES

AFFIRMATIVE ACTION ANNUAL REPORT

OBJECTIVES 1983-84

OBJECTIVE #1: To raise and diversify the occupational distribution of women employed in the Colleges of Applied Arts and Technology.

Specific Objective #1: To increase the awareness of affirmative action activities in the College.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)	Achievement (What Happened)
1.1.1. To publicize College affirmative action initiatives/policies through notices, meetings, newsletters, articles in College publications, and notices on audio-visual systems.	-AAAC	Ten publicity items circulated before March 31, 1984.	Initiatives and policies included in the following between April 1, 1983, and March 31, 1984: i) nine issues of AAAC Newsletter, ii) President Light's meetings with all divisions and departments in January and February, 1984, iii) staff flyers re assertiveness training workshops, iv) staff flyers re seminar/workshop "Long-Term Financial Planning," v) campus posters and audio-visual notices re film <i>Killing Us Softly: The Image of Women in Advertising</i> , vi) campus posters and audio-visual notices re film <i>Workplace Hustle</i> , vii) Casa Loma posters and audio-visual notice re course "Mind Your Own Business," viii) Casa Loma posters and audio-visual notices re four sessions "Women at Work in the Eighties," ix) Casa Loma posters re Women's Resource Centre, x) City College News, xi) bulletins from Director of Campuses, xii) lectures for students, xiii) Research and Development, xiv) Executive Committee re Staff, xv) Executive Committee's reports to campus executive meeting, xv) Chateleine (October 1983).

AFFIRMATIVE ACTION ANNUAL REPORT

OBJECTIVES 1983-84

OBJECTIVE #1: To raise and diversify the occupational distribution of women employed in the Colleges of Applied Arts and Technology.

Specific Objective #1: To increase the awareness of affirmative action activities in the College.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)	Achievement (What Happened)
1.1.2. To provide for staff (including management) and students, campus seminars which include information on affirmative action activities both inside and outside the College.	-AAAC	Each major campus to have at least 3 seminars by March 31, 1984.	(i) November 1983 - four sessions re "Women at Work in the Eighties" at Casa Loma, (ii) January 1984 - film "Killing Us Softly: The Image of Women in Advertising" at Casa Loma, St. James, and Kensington, (iii) February 1984 - film "Workplace Harassment: Sexual Harassment at St. James, Casa Loma, and Kensington, (iv) March 1984 - seminar/workshop "Long-Term Financial Planning" for staff.
1.1.3. To maintain current networks and continue to develop new networks with community groups and other groups involved in affirmative action activities.	-AAAC	Continued contact with groups with formal representation made to AAAC meetings.	Copies of AAAC Newsletter distributed to 46 out-of-college contacts. New contacts with the following: i) Canadian Association for Women in Science (CAWIS), ii) Canadian Coalition Against Pornography, iii) Indian Immigrant Aid Services (IIAS), iv) National Association of Women and the Law (NAWL), v) South Asian Women's Group (SAWG), vi) Times Change Women's Employment Service.
1.1.4. To maintain active liaison with Staff Development, Personnel, and Research and Planning departments.	-AAAC	Continued contact with departments.	Liaison continued; AAAC includes members from these departments.

AFFIRMATIVE ACTION ANNUAL REPORT

OBJECTIVES 1983-84

OBJECTIVE #1: To raise and diversify the occupational distribution of women employed in the Colleges of Applied Arts and Technology.

Specific Objective 1.2: To meet with senior administration and divisional and departmental planning representatives to assist with the development of employment strategies directed towards integrating affirmative action policies with College Objective #2.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)	Achievement (What Happened)
1.2.1. To conduct information and discussion forums with divisional and departmental planning representatives.	-AAAC	Development of employment strategies from forums conducted before June 15, 1983.	Meetings held with all deans and directors, the registrar and comptroller, and their planning representatives in May and June, 1983.
1.2.2. To make recommendations for developing policies and procedures to achieve occupational diversification of women employed by the College.	-AAAC with support from Personnel, Staff Development, and Research and Planning departments	Preparation of discussion paper before January 1984.	Deferred; see objective 1.2.1 for 1984-85.

AFFIRMATIVE ACTION ANNUAL REPORT

OBJECTIVES 1983-84

OBJECTIVE #2: to diversify female student enrollment.

Specific Objective #1: To increase enrollment of female and male students in non-traditional programs.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)	Achievement (What Happened)
2.1.1. To continue to liaise with schools (elementary, secondary, private, adult), employers and community groups to emphasize that all programs are open to women and men.	-School Liaison Officers	Continuation of past practice with formal report to AAAC by February 1984.	Liaison continued and reported periodically to AAAC.
2.1.2. To continue to provide and conduct tours for potential students and their families, teachers, counsellors, and members of the community to stress the acceptance of women and men in all programs at the College.	-School Liaison Officers -Counsellors	Continuation of past practice with formal report to AAAC by February 1984.	Tours conducted and reported periodically to AAAC.
2.1.3. To include reference to both female and male students in all College brochures and calendars with particular emphasis on pictorial depiction of female and male students in a non-traditional setting.	-Public Relations Officer - TIBI	Necessary changes made in fall 1983 for 1984-5 literature.	Deferred; see objective 2.1.1 for 1984-85.
2.1.4. To attend orientation section of INTO tours of the College to establish an initial contact to encourage prospective female students into non-traditional programs.	-AAAC	At least half of AAAC attending one session of INTO tours.	INTO tours at Casa Loma and St. James greeted by four members of the AAAC and reported periodically.
2.1.5. To maintain a network and support group for/among female students at Casa Loma campus who are enrolled in non-traditional programs.	-AAAC and Executive Co-ordinator -SAC -Counsellors	Reduction in dropout rate in programs. Preparation of formal report on the effectiveness of support group with recommendations for improvements.	Informal network maintained by female students at Casa Loma via use of Women's Resource Centre as a place to meet, eat, study and share. See objective 2.2.1. for 1984-85.

AFFIRMATIVE ACTION ANNUAL REPORT

OBJECTIVES 1983-89

OBJECTIVE #2: To diversify female student enrolment.

Specific Objective #1: To increase enrolment of female and male students in non-traditional programs.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)	Achievement (What Happened)
2.1.6. To develop system of mentors for women in non-traditional programs.	-AAAC	Pilot system established by fall 1983.	Deferred until system can be put in place to identify sufficient number of mentors.
2.1.7. To maintain active liaison with SAC, Student Services, and Registrar's Office.	-AAAC	Continued contact with departments and SAC.	Liaison continued; AAAC includes members from these areas.

AFFIRMATIVE ACTION ANNUAL REPORT

OBJECTIVES 1983-84

OBJECTIVE #2: To diversify female student enrollment.

Specific Objective #2: To meet with Deans and Directors to assist with the development of strategies directed towards integrating affirmative action policies with College Objectives #4 and #5.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)	Achievement (What Happened)
2.2.1. To develop and maintain a file of reasons for student withdrawal from non-traditional programs.	-Registrar's Office -Research and Planning Department -AAAC	File established with preliminary results presented for discussion at meetings held before June 15, 1983.	Deferred; see objectives 2.1.3 and 2.1.4 for 1984-85.
2.2.2. To prepare a list of George Brown women graduates from the trades and technology programmes who could visit elementary, secondary, and post-secondary schools. (These women would act as role-models to encourage enrolment in non-traditional areas.)	-Registrar's Office -Divisional Administrative Personnel -Counselling and Placement Offices	Formal list prepared by November 1983.	Deferred; see objective 2.1.5 for 1984-85.
2.2.3. To provide a women's resource centre at Casa Loma campus.	-Director of Campuses -Campus Manager -Physical Resources Dept. -AAAC	Establishment of resource centre by September 1, 1983.	Women's Resource Centre opened April 12, 1983.

AFFIRMATIVE ACTION ANNUAL REPORT

OBJECTIVES 1983-84

OBJECTIVE #3: To ensure that the curriculum is free of stereotyping and sex bias and that programs reflect the contemporary roles of women and men.

Specific Objective #1: To identify sex bias and/or sex-role stereotyping in teaching materials and to discontinue use of those materials where possible.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)	Achievement (What Happened)
3.1.1. To identify sex bias and/or sex-role stereotyping in all teaching materials of one program and to assist in development of replacement materials.	-AAAC -Deans involved in program	Preparation of formal paper on results of study of one program. Development and preliminary evaluation of replacement materials.	Deferred; see objective 3.1.1 for 1984-85.
3.1.2. To sensitize faculty and students to the issue of sex bias and/or sex-role stereotyping.	-AAAC -Deans	Offering at least one forum for discussion of issues.	Film <i>Killing Us Softly: The Image of Women in Advertising</i> shown on three major campus in January 1984. See also objective 3.1.1 for 1984-85.

AFFIRMATIVE ACTION ANNUAL REPORT

OBJECTIVES 1983-84

OBJECTIVE #3: To ensure that the curriculum is free of stereotyping and sex bias and that programs reflect the contemporary roles of women and men.

Specific Objective #2: To increase the number of courses that reflect awareness of contributions and contemporary roles of women.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)	Achievement (What Happened)
3.2.1. To establish additional elective courses on women's issues.	-Vice-President - Academic -Deans	Two new courses offered in fall 1983 or winter 1984.	Eight-hour non-credit course "Mind Your Own Business" conducted for potential entrepreneurs at Casa Loma in November 1983. See also objective 3.2.1. for 1984-85.

SECTION III

**AFFIRMATIVE ACTION
OBJECTIVES, 1984 - 1985**

**Affirmative Action Annual Report
Objectives 1984/85**

Objective #1: To raise and diversify the occupational distribution of women employed in the Colleges of Applied Arts and Technology.

Specific Objective #1: To increase awareness and active support of affirmative action activities/goals in the College.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)
1.1.1. To provide for all managers, seminars which will raise consciousness of affirmative action activities both inside and outside the College.	- AAAC	Every manager to attend a half-day presentation.
1.1.2. To provide for staff and students, films/workshops/seminars which include information on affirmative action activities and concerns both inside and outside the College.	- AAAC	Each major campus to have at least 5 sessions by March 31, 1985.
1.1.3. To appoint representatives from the AAAC to College Advisory Councils.	- President	At least one representative from AAAC appointed to President's Advisory Council, Academic Advisory Council, and Administrative Advisory Council.

Affirmative Action Annual Report Objectives 1984/85

Objective #1: To raise and diversify the occupational distribution of women employed in the Colleges of Applied Arts and Technology.

Specific Objective #2: To recommend policies and procedures to achieve occupational diversification and career development of women employed by the College.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)
<p>1.2.1. To prepare a statistical report showing:</p> <ul style="list-style-type: none"> i) College-wide salary distribution by sex, ii) occupational distribution by sex, iii) job categories in which women's representation requires improvement, iv) hire/promotion progress report in job categories in which women are underrepresented, v) comparison of women's and men's experience in competitions for job categories in which women are underrepresented. 	<ul style="list-style-type: none"> - AAAC - Personnel - Research & Planning 	<p>Report with recommendations submitted to President by March 31, 1985.</p>

**Affirmative Action Annual Report
Objectives 1984/85**

Objective #2: To diversify female student enrolment.

Specific Objective #1: To assist the divisions and departments in establishing and maintaining an environment conducive to the enrolment and graduation of female students.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)
2.1.1. To examine all College publications for pictorial stereotyping.	- AAAC	Report with assessment of degree of problem and recommendations for action to remove such stereotyping. Report to be submitted to President by March 31, 1985.
2.1.2. To meet with selected divisions and departments to discuss their activities for actively recruiting and graduating women.	- AAAC	At least one meeting with the selected divisions and departments.
2.1.3. To establish a system whereby names of students withdrawing from programs are received by AAAC.	- AAAC - Registrar	System established by September 1, 1984.
2.1.4. To prepare an analysis comparing student withdrawal rates from all programs to withdrawal rates found in non-traditional programs.	- AAAC - Registrar	Report with statistical analysis to be submitted to President by March 31, 1985.

**Affirmative Action Annual Report
Objectives 1984/85**

Objective #2: To diversify female student enrolment.

Specific Objective #1: To assist the divisions and departments in establishing and maintaining an environment conducive to the enrolment and graduation of female students.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)
2.1.5. To establish a system whereby the AAAC receives names of students enrolled in non-traditional programs. (These students could act as role models to encourage enrolment in non-traditional areas.)	<ul style="list-style-type: none"> - AAAC - Registrar - Deans 	System established by September 1, 1984.
2.1.6. To establish a system to monitor labour market success of graduates from selected non-traditional programs.	<ul style="list-style-type: none"> - AAAC - Registrar - Research & Planning - Student Services 	System established by March 31, 1985.

**Affirmative Action Annual Report
Objectives 1984/85**

Objective #2: To diversify female student enrolment.

Specific Objective #2: To enhance the non-academic environment to encourage the enrolment and graduation of female students.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)
2.2.1. To expand the activities and scope of the Casa Loma Network.	- AAAC	Increase in the number of women participating and in the variety of activities.

Affirmative Action Annual Report
Objectives 1984/85

Objective #2: To diversify female student enrolment.

Specific Objective #3: To expand community awareness of the range and diversity of programs offered by the College.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)
2.3.1. To establish an annual professional development day for elementary school teachers and counsellors to visit the College to see the programs in action.	<ul style="list-style-type: none"> - AAAC - Student Services - Deans 	One professional development day in the 1984-85 academic year.
2.3.2. To establish networks with minority women's groups in Toronto.	<ul style="list-style-type: none"> - AAAC 	Continued contact with groups with formal reports made to AAAC meetings.

**Affirmative Action Annual Report
Objectives 1984/85**

Objective #3: To ensure that the curriculum is free of stereotyping and sex bias and that programs reflect the contemporary roles of women.

Specific Objective #1: To increase awareness of the implications of sex bias and sex-role stereotyping.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)
3.1.1. To provide a learning situation for the staff of a selected division on the implications of sex bias and stereotyping.	- AAAC	At least one meeting with the selected division and an outside facilitator.

**Affirmative Action Annual Report
Objectives 1984/85**

Objective #3: To ensure that the curriculum is free of stereotyping and sex bias and that programs reflect the contemporary roles of women.

Specific Objective #2: To increase the number of courses that reflect awareness of the contributions and contemporary roles of women.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)
3.2.1. To identify specific post-secondary areas in which the AAAC could offer a guest lecturer speaking to women's issues.	<ul style="list-style-type: none"> - AAAC - Dean, English & Liberal Studies - Vice-President - Academic 	<p>Six guest lecturers addressing selected second-year post-secondary students in English courses at Casa Loma Campus.</p>

Affirmative Action Annual Report
Objectives 1984/85

Objective #3: To ensure that the curriculum is free of stereotyping and sex bias and that programs reflect the contemporary roles of women.

Specific Objective #3: To increase the number of women on policy-making committees.

Strategy/Activity (What)	Responsibility (Who)	Measurement Criteria (How)
<p>3.3.1. To encourage selected deans to appoint more women to College Advisory Committees.</p>	<ul style="list-style-type: none"> - Vice-President - Academic - Deans of Architectural Technology, Electro-Mechanical, Graphic Arts, Fashion Technology 	<p>At least one more woman on each advisory committee of the selected divisions.</p>

SECTION IV

**GEORGE BROWN COLLEGE
OBJECTIVES, 1984 - 1985**

COLLEGE OBJECTIVES 1984/85

1. Increase enrolment by:
 - a) exploring new ways of serving people being displaced by technology.
 - b) increasing College programming in advanced technology areas and related service occupations.
 - c) maintaining growth in College programs which have been and continue to be highly successful in providing employment opportunities.
 - d) increasing the enrolment of women in selected programs.
 - e) exploring new markets for our professional services (local, national and international).
 - f) advancing our use of new educational delivery systems.
2. Improve organizational effectiveness by developing plans for retraining staff to upgrade or advance individual skills and potential and to maintain appropriate professional competency.
3. Improve College productivity by evaluating and further developing all programs and services to ensure financial stability, modernization of service levels and creation of new opportunities. This should include the promotion of (College-oriented) entrepreneurship in both students and staff.
4. Enhance the adaptability of our graduates for future career changes through the inclusion of a judiciously selected and clearly defined general education component in Post-Secondary Programs.

